Promotion of infant milk substitutes

2806. SHRIMATI VANGA GEETHA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Doordarshan has violated Central legislation which, prohibits promotion of infant milk substitutes;

(b) if so, Government's comments thereon;

(c) the number of MNCs found violating the said legislation so far;

(d) the action taken against them so far;

(e) the steps taken/to be taken by Government to stop showing such programmes that promote artificial feedings and also take action to reverse the damage done so far; and

(f) if not, the reasons therefore?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) No, Sir. All the television channels transmitted/retransmitted through cable network are required to adhere to the Programme and Advertising Codes prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder. As per Rule 7 (2) (viii) (B) of the Advertising Code, no advertisement shall be permitted which promotes directly or indirectly production, sale or consumption of infant milk substitutes, feeding bottle or infant food.

(b) Does not arise.

(c) No such violation has been brought to the notice of this Ministry in the recent past.

(d) Does not arise.

(e) Doordarshan takes adequate care to ensure that no such commercials are telecast which are violative of relevant legal provisions.

(f) Does not arise.